

CLAIMS

1. A system for providing to a user printed information obtained from a remote source, the system including:
- 5 a user module that is provided by a first party to the user for interfacing the user with the source, the module being responsive to the user requesting first information from the source for generating a first printed medium that displays to the user the first information together with second information derived from a second party;
- 10 identifier means for applying an identifier to the first printed medium such that designation of the identifier by the user results in the module generating a second printed medium that displays to the user third information; and
- calculation means being responsive to the module for determining a
- 15 payment to be made by the second party to the first party.
2. A system according to claim 1 including a plurality of modules associated with corresponding users wherein the calculation means is responsive to the number of printed media generated that display one of: the
- 20 first information; the second information; and the third information.
3. A system according to claim 2 wherein the calculation means is responsive to the number of printed media generated that display two or more of: the first information; the second information; and the third information.
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4. A system according to claim 2 including account means for receiving the payment from the second party and for providing the payment to the first party.
5. A system according to claim 4 wherein the payment from the second
- 30 party is a fixed amount for a predetermined period.
6. A system according to claim 1 wherein the second party is a supplier of

goods and/or services and the second information or the third information allows the user to purchase those goods and/or services at respective predetermined purchase prices.

- 5 7. A system according to claim 6 wherein the calculation means is responsive to the monetary value of the purchases completed by the users for determining the payment.
8. A system according to claim 7 wherein the payment is one or a
10 combination of: a flat fee for each purchase; a fixed proportion of the purchase price for the goods and/or services that are purchased; and a proportion of the purchased price of the goods and/or services that are purchased, where that proportion is different for particular goods and/or services.
- 15 9. A system according to claim 1 wherein there are a plurality of second parties and the quantum of their respective payments is contingent upon one or more of the following characteristics of the second party: geographic location; quantity of purchases completed in a given time period; and relative geographic location with respect to the user.
- 20 10. A system according to claim 1 wherein the identifier is a tag.
11. A system according to claim 10 wherein the identifier is a plurality of tags spaced apart on the respective printed medium.
- 25 12. A system according to claim 1 wherein the identifier is a character string that the user provides to the module to obtain the third information.
13. A system according to claim 12 wherein the string includes a sequence
30 of numbers that are manually keyed into the module.
14. A system according to claim 12 wherein the string is scanned by sensor means that are manually operated by the user.

15. A system according to claim 4 wherein the account means generates a disable signal if the payment calculated as payable by the second party is not paid within a predetermined time, the generation of the disable signal preventing the module obtaining the first or the second information.

16. A system according to claim 6 wherein the second information is advertising for the goods and/or services and the identifier is related to that information such that designation by the user of the second information results in designation of the identifier which, in turn, ensures that the third information includes either or both of further information about the goods and/or services or instructions as to how the user should proceed to effect a purchase of those goods and/or services.

17. A system according to claim 16 wherein the second party obtains an indication of the success of the advertising by monitoring one or more of the following:
the number of times that the user designates the second information;
the number and/or value of sales that are achieved through the user designating the second information; and
the cost savings gained through the use of on-line selling over that of shop front retailing.

18. A system according to claim 1 wherein the second information is a link to a third party and the identifier is related to that information such that designation by the user of the second information results in designation of the identifier which, in turn, ensures that the third information includes either or both of further information about the goods and/or services being offered for use and/or sale by the third party or instructions as to how the user should proceed to effect that use and/or a purchase of those goods and/or services of the third party.

19. A system according to claim 18 wherein the second party obtains an indication of the success of the link by monitoring one or more of: the number or

proportion of users selecting the click-through; and the number or proportion of users purchasing or making use of the goods and/or services of the third party.

20. A system according to claim 17 or claim 19 wherein the monitoring
5 allows the second party to accurately estimate the cost/benefit achieved by the advertising.

21. A system according to claim 1 wherein the first information includes
advertising derived from a third party wherein the calculation means determines
10 the quantum of a payment that is made by the third party to the first party.

22. A system according to claim 21 wherein the advertising is either solicited or unsolicited by the user.

15 23. A system according to claim 23 wherein the first party, as the printer provider, gains an income stream through the preferential display of the advertising to the user.

24 A system according to claim 1 wherein the user module includes a
20 printer unit for generating the printed medium.

25 25. A system according to claim 1 or claim 24 wherein the printed medium are selectively generated at a remote printer and subsequently provided to the user for viewing.

26. A system for providing to a user printed information obtained from a remote computer source, the system including:

a user printer module that is provided by a first party to the user for interfacing the user with the source, the module being responsive to the user
30 requesting first information from the source for generating a first printed medium that displays to the user the first information together with second information derived from a second party;

an identifier device for applying an identifier to the first printed medium

such that designation of the identifier by the user results in the module generating a second printed medium that displays to the user third information; and

an account computer being responsive to the module and/or the remote
5 computer source for determining a payment to be made by the second party to the first party.

27. A system according to claim 26 wherein the user printer module and the identifier device are contained within a single housing.

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28. A system according to claim 27 wherein the identifier device applies the identifier to the surface of a medium as it is being produced by the printer module.

15 29. A system according to claim 28 wherein the identifier is printed on the medium.

30. A system according to claim 29 wherein the identifier is printed with ink that does not substantially reflect light in the visible spectrum.

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31. A method for providing to a user printed information obtained from a remote source, the method including the steps of:

interfacing the user with the source via a user module that is provided by a first party to the user, the module being responsive to the user requesting first
25 information from the source for generating a first printed medium that displays to the user the first information together with second information derived from a second party;

applying an identifier to the first printed medium with identifier means such that designation of the identifier by the user results in the module
30 generating a second printed medium that displays to the user third information; and

being responsive to the module with calculation means for determining a payment to be made by the second party to the first party.

32. A method according to claim 31 including a plurality of modules associated with corresponding users including the further step of the calculation means being responsive to the number of printed medium generated that display one of: the first information; the second information; and the third information.

33. A method according to claim 32 including the further step of the calculation means being responsive to the number of printed medium generated that display two or more of: the first information; the second information; and the third information.

34. A method according to claim 32 including account means, the method including the step of the account means receiving the payment from the second party and for providing the payment to the first party.

35. A method according to claim 34 wherein the payment from the second party is a fixed amount for a predetermined period.

36. A method according to claim 31 wherein the second party is a supplier of goods and/or services and the second information or the third information allows the user to purchase those goods and/or services at respective predetermined purchase prices.

37. A method according to claim 36 including the step of the calculation means being responsive to the monetary value of the purchases completed by the users for determining the payment.

38. A method according to claim 37 wherein the payment is one or a combination of: a flat fee for each purchase; a fixed proportion of the purchase price for the goods and/or services that are purchased; and a proportion of the purchased price of the goods and/or services that are purchased, where that proportion is different for particular goods and/or services.

39. A method according to claim 31 wherein there are a plurality of second parties and the quantum of their respective payments is contingent upon one or more of the following characteristics of the second party: geographic location;
5 quantity of purchases completed in a given time period; and relative geographic location with respect to the user.

40. A method according to claim 31 wherein the identifier is a tag.

10 41. A method according to claim 40 wherein the identifier is a plurality of tags spaced apart on the respective printed medium.

42. A method according to claim 31 wherein the identifier is a character string and the method includes the step of the user providing that character
15 string to the module to obtain the third information.

43. A method according to claim 42 wherein the string includes a sequence of numbers that are manually keyed into the module.

20 44. A method according to claim 42 wherein the string is scanned by sensor means that are manually operated by the user.

45. A method according to claim 44 wherein the account means generates a disable signal if the payment from the party is not settled within a predetermined
25 time, the generation of the disable signal preventing the module obtaining the first or the second information.

46. A method according to claim 46 wherein the second information is advertising for the goods and/or services and the identifier is related to that
30 information such that designation by the user of the second information results in designation of the identifier which, in turn, ensures that the third information includes either or both of further information about the goods and/or services or instructions as to how the user should proceed to effect a purchase of those

goods and/or services.

47. A method according to claim 46 wherein the second party obtains an indication of the success of the advertising by monitoring one or more of the following:

the number of times that the user designates the second information;
the number and/or value of sales that are achieved through the user designating the second information; and

the cost savings gained through the use of on-line selling over that of shop front retailing.

48. A method according to claim 31 wherein the second information is a click-through to a third party and the identifier is related to that information such that designation by the user of the second information results in designation of the identifier which, in turn, ensures that the third information includes either or both of further information about the goods and/or services being offered for use and/or sale by the third party or instructions as to how the user should proceed to effect that use and/or a purchase of those goods and/or services of the third party.

49. A method according to claim 18 wherein the second party obtains an indication of the success of the click-through by monitoring one or more of: the number or proportion of users selecting the click-through; and the number or proportion of users purchasing or making use of the goods and/or services of the third party.

50. A method according to claim 47 or claim 49 wherein the monitoring allows the second party to accurately estimate the cost/benefit achieved by the advertising.

51. A method according to claim 31 wherein the first information includes advertising derived from a third party wherein the calculation means determines the quantum of a payment that is to be made by the third party to the first party.

52. A method according to claim 51 wherein the advertising is either solicited or unsolicited by the user.

5 53. A method according to claim 53 wherein the first party, as the printer provider, gains an income stream through the preferential display of the advertising to the user.

54 A method according to claim 31 wherein the user module includes a
10 printer unit for generating the printed medium.

55. A method according to claim 31 or claim 54 wherein the printed medium are selectively generated at a remote printer and subsequently provided to the user for viewing.

15 56. A method for providing to a user printed information obtained from a remote computer source, the method including the steps of:
interfacing the user with the source via a user printer module that is provided to the user by a first party, the module being responsive to the user
20 requesting first information from the source for generating a first printed medium that displays to the user the first information together with second information derived from a second party;

applying an identifier to the first printed medium with an identifier device such that designation of the identifier by the user results in the module
25 generating a second printed medium that displays to the user third information; and

being responsive to the module and/or the remote computer source with an account computer for determining a payment to be made by the second party to the first party.

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57. A method according to claim 56 wherein the user printer module and the identifier device are contained within a single housing.

5 59. A method according to claim 58 wherein the identifier is printed on the medium.

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